

COMMUNITY CARE & DEVELOPMENT

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INTRODUCTION

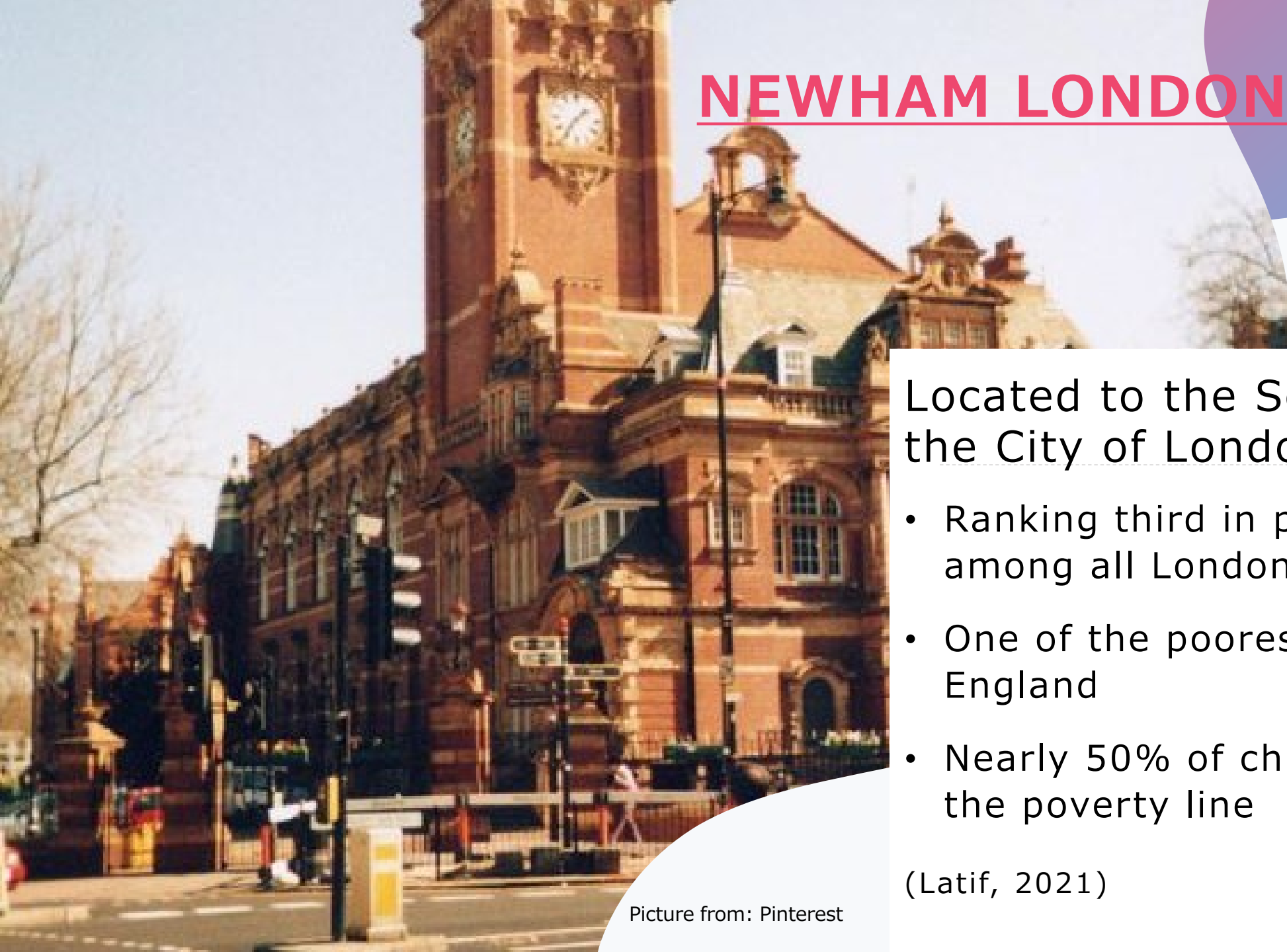
A COMMUNITY IS DEFINED AS A COLLECTIVE OF INDIVIDUALS WHO POSSESS SHARED VALUES, INTERESTS, OR A COMMON SENSE OF BELONGING (MACQUEEN ET AL., 2001)



COMMUNITY DEVELOPMENT

- Community development involves collective action by community members to address common issues
- It aims to enhance social, economic, and environmental conditions through various activities
- The overall goal is to improve the quality of life for all community members through collaborative efforts

(GVI., 2023).



NEWHAM LONDON BOROUGH:

Located to the Southeast of the City of London:

- Ranking third in population size among all London boroughs
- One of the poorest areas in England
- Nearly 50% of children live on the poverty line

(Latif, 2021)

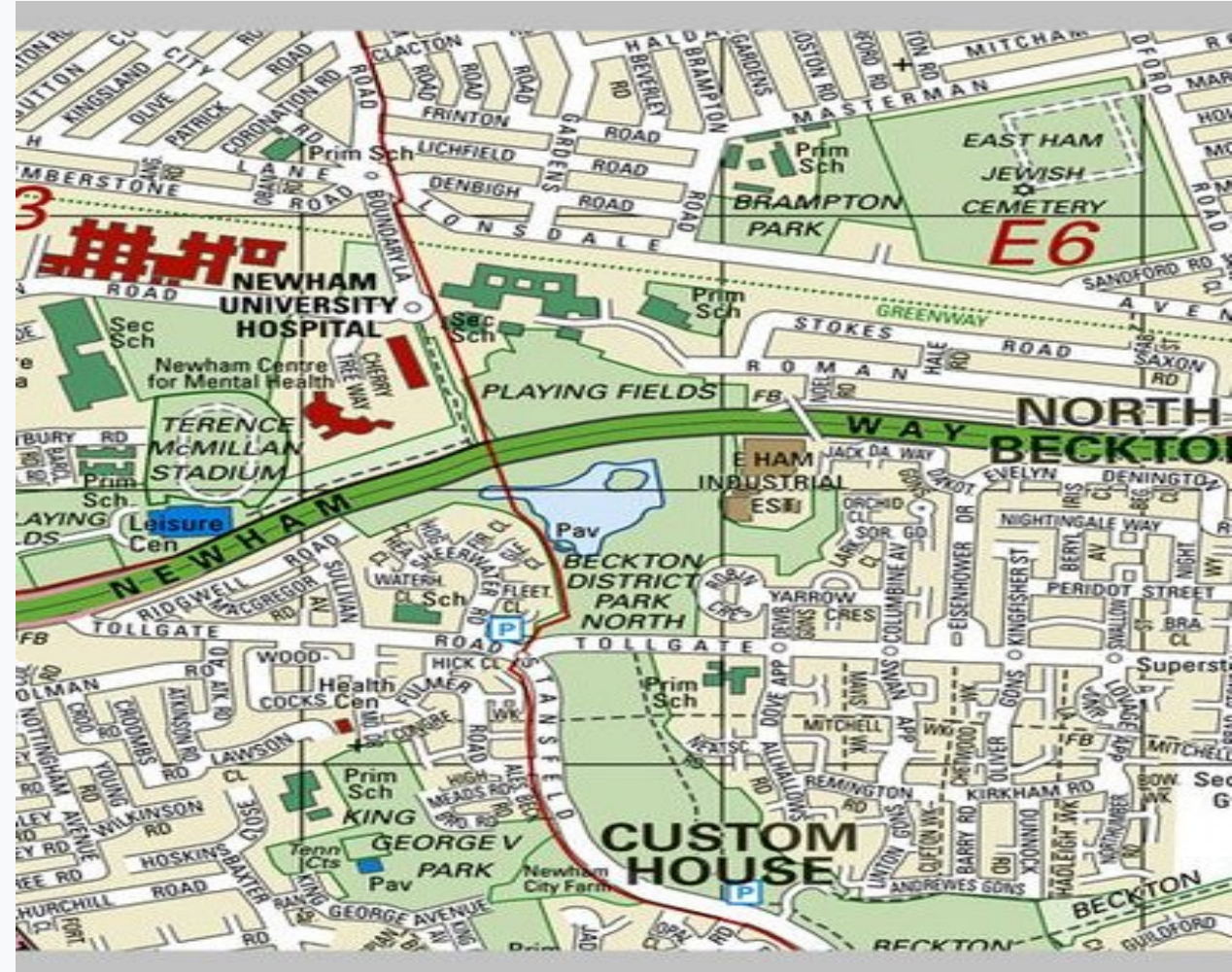
Picture from: Pinterest

DEMOGRAPHICS

Newham is a dynamic area of London with cultural diversity, and strong community spirit (Aziz, n.d.).

ETHNICITY:

- 72.6% Black, Asian and Minority Ethnic. Among most of those populations are Indian, Bangladeshi, Pakistani and Black African.
- 13.4% White-British.
- 13.2% Other white population (Newham London, 2018)



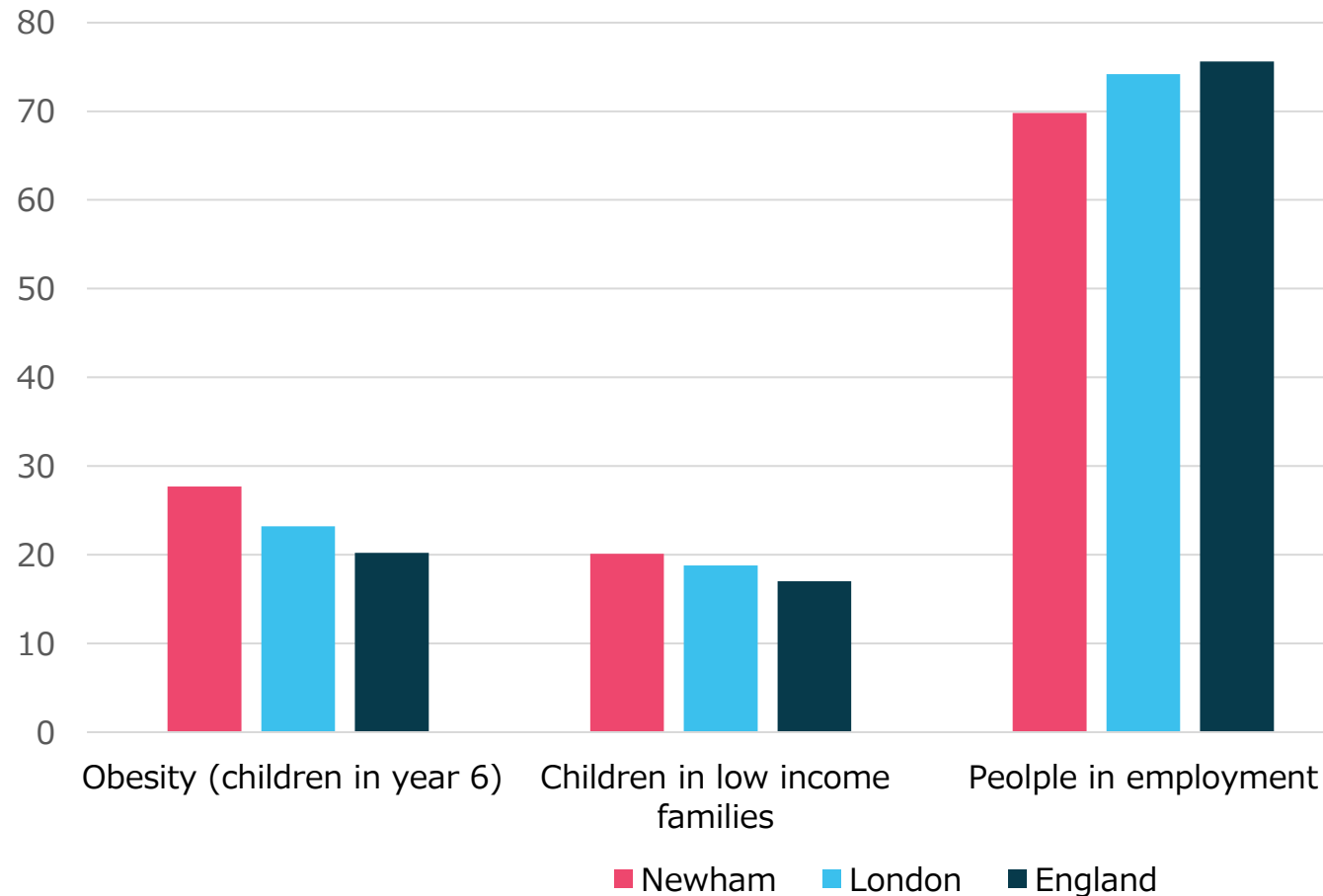
DEMOGRAPHICS

INCOME:

- Median annual gross pay between 2021 to 2022 was 29.000 pounds.
 - 6.3% of the active population are unemployed.
 - 25% of households are overcrowded in Newham
- (Newham London, 2018)



ISSUES IDENTIFIED (DATA)



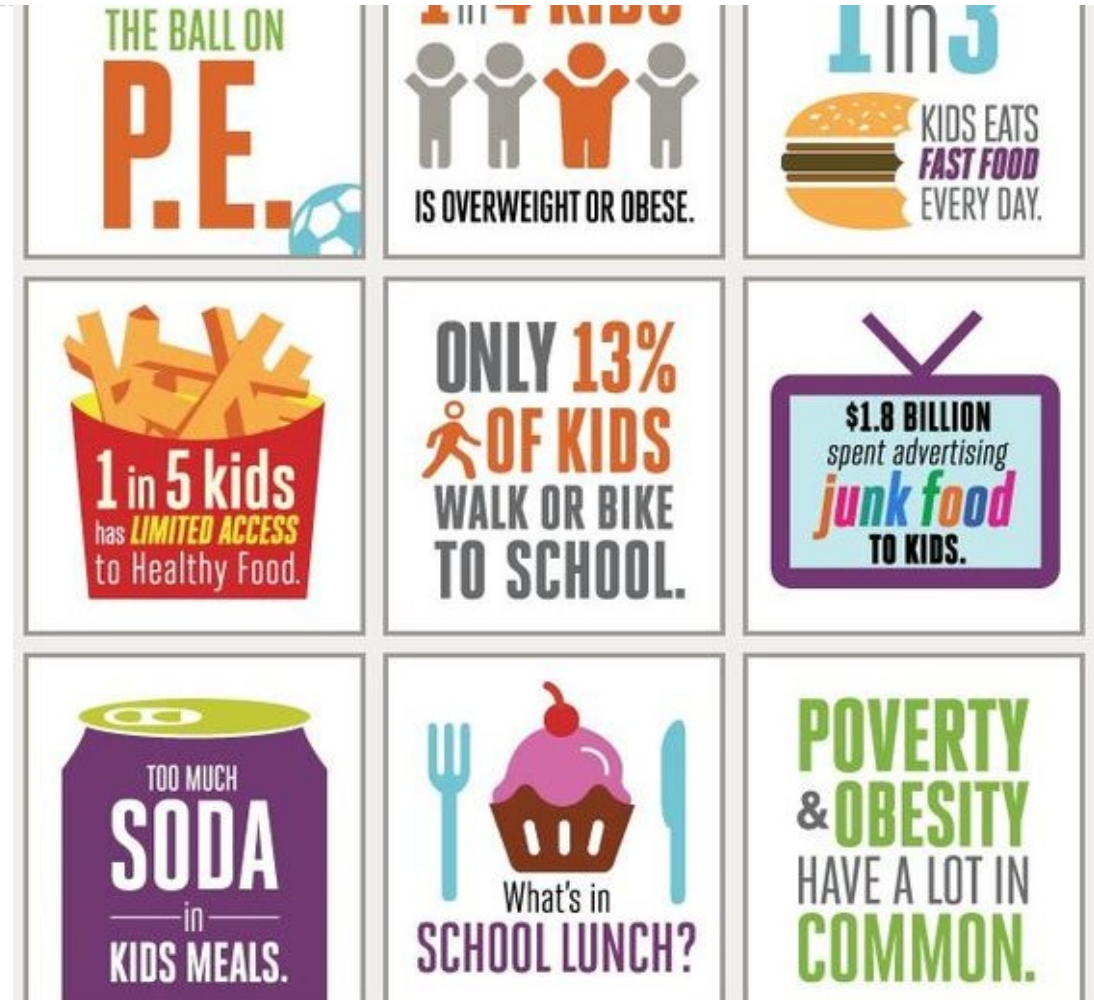
1. Prevalence of childhood obesity: Local 27.7 / Region 23.2 / Country 20.2
2. Percentage of children in low-income families: Local 20.1 / Region 18.8 / Country 17.0
3. Percentage of people in employment between 16-64 yrs: Local 69.8 / Region 74.2 / Country 75.6

(Public Health England, 2020).

PROJECT OBJECTIVE

This project is focused on the reduction of childhood obesity in Newham.

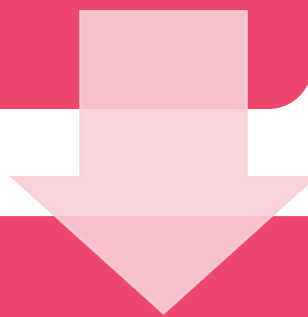
- Considered by the World Health Organization as a globalized problem, not only associated with high-income countries (WHO, 2024).
- Obesity is a long-term condition that frequently results in other significant physical and mental health issues (Wang and Lim, 2012).



Picture from: Pinterest

PROJECT OBJECTIVE

Children living in low-income areas are at a higher risk of poor nutrition from the pre-natal stage through adolescence (WHO, 2024).



Those children consume diets low in micronutrients, exposing them to high levels of saturated fats, sugars and salt (WHO, 2024).

STAKEHOLDERS

- Children and young people
- Parents and Tutors
- Educational settings
(schools, holiday clubs,
residential houses)
- Caterings
- Council and Government
- Supermarkets
- Charities



THEORIES: Bandura's observational learning theory



Pictures from: Pinterest



Bandura's observational learning theory underscores the significance of social influences and learning from the environment (Fryling, Johnston and Hayes, 2011).

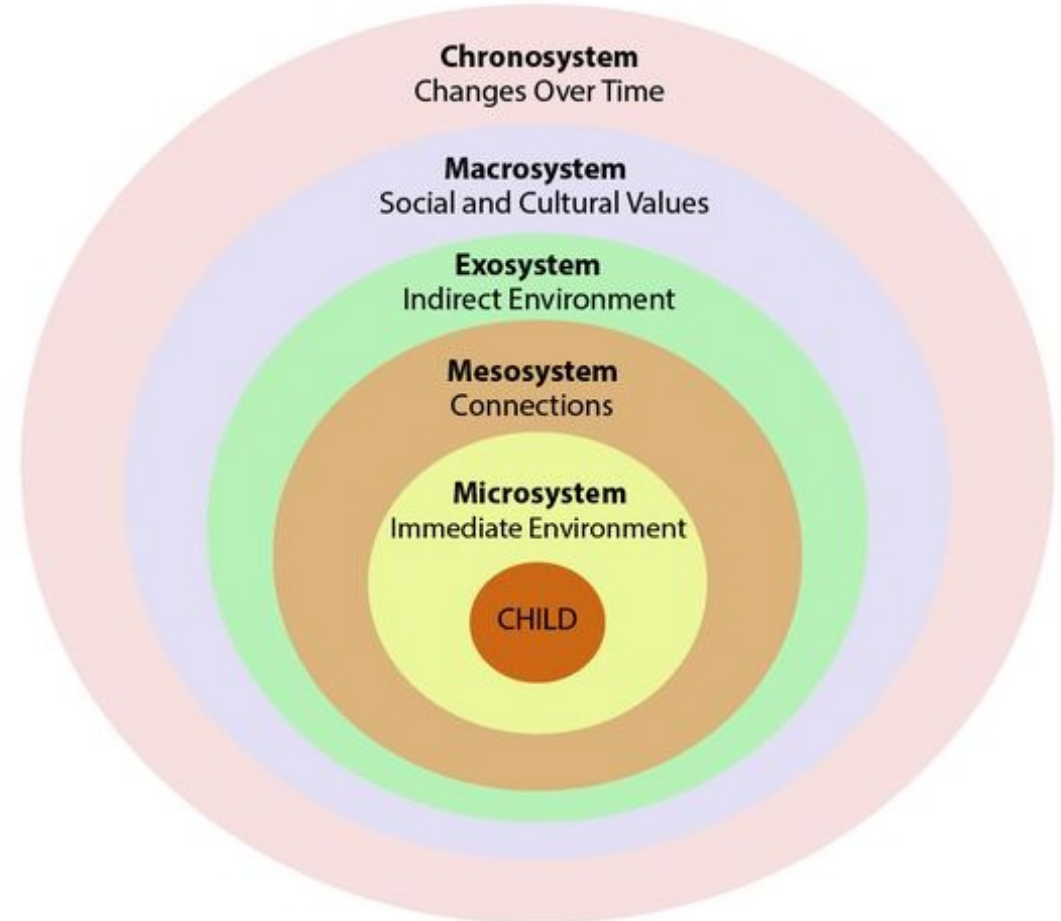
- Influences from the environment
- Influences from family
- Influences from friends

Bronfenbrenner's Ecological System Theory

- Microsystem: Family habits in diet and physical exercise, school menus, and interaction with peers during meals or snacks
- Mesosystem: Initiatives to promote healthy habits agreed upon by parents and schools, and support programs such as cooking clubs

(Darling, 2007)

Bronfenbrenner's Ecological Systems Theory

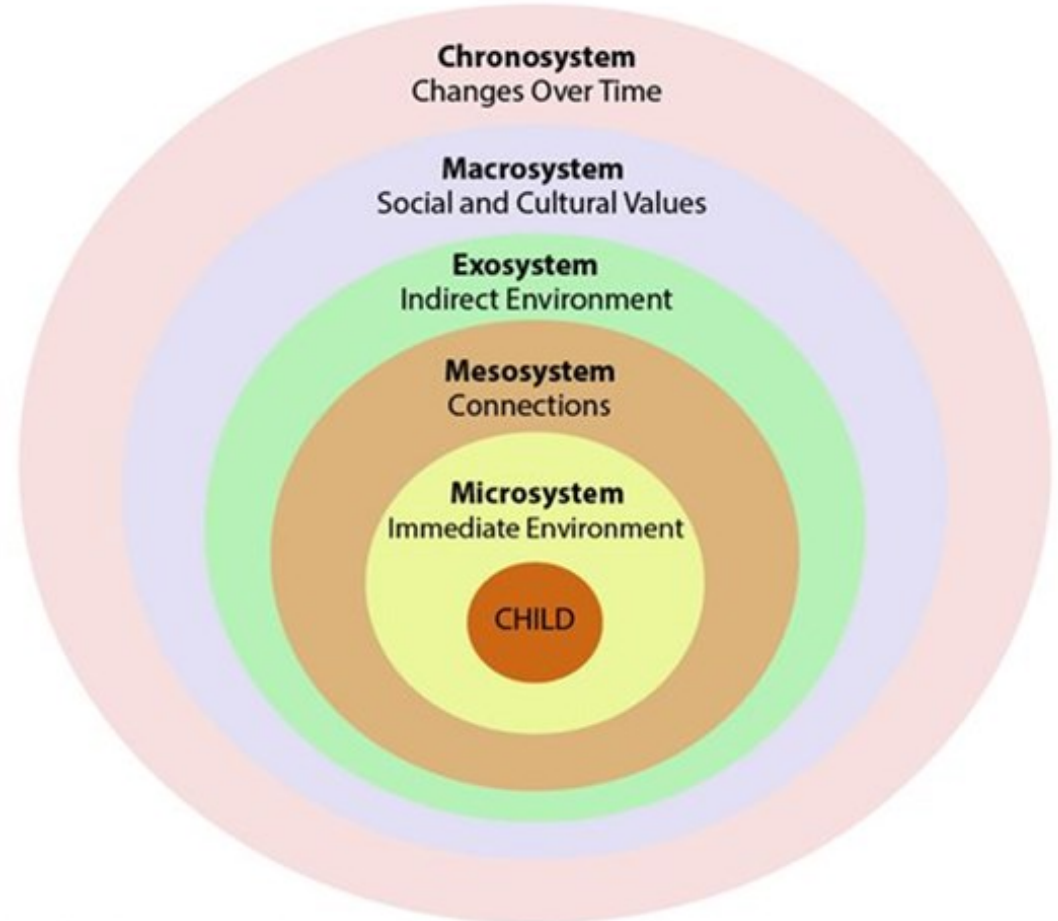


Bronfenbrenner's Ecological System Theory

- Exosystem: The nature of parental employment or unemployment, as well as access to health improvement resources
- Macrosystem: Certain cultural or religious norms that dictate specific dietary practices.
- Chronosystem: Social changes and changes in family structure.

(Darling, 2007)

Bronfenbrenner's Ecological Systems Theory



USE OF DIGITAL MEDIA



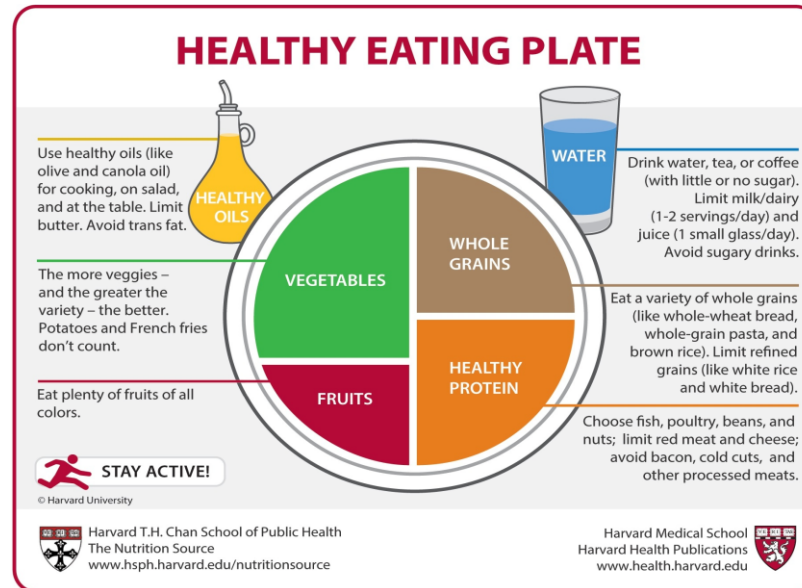
Facebook



TikTok



Twitter



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#Thegreenplate

#Donatehealthyfood

The Harvard Plate, commonly known as the Healthy Eating Plate, it is designed to guide individuals in creating well-balanced and nutritious meals (CNBC,. 2023).

LEGISLATION

- Children Act (1989)
- Children Act (2004)
- Children and young persons Act (2008)
- Equality Act (2010)
- Children and families Act (2014)

(Gov.uk, 2023)





Picture from: Pinterest

BARRIERS TO COMMUNITY DEVELOPMENT

- Television advertising affects the preferences of children and adolescents (Dennison and Edmunds, 2008).
- Children with a higher weight status report a greater frequency of video game play (Kracht, Joseph and Staiano, 2020).
- Lack of parental concern: there are more concerns about underweight issues (Latzer and Stein, 2013).

RECOMMENDATIONS

- New legislations to avoid unhealthy food donations
- Campaigns to include the Harvard plate in schools and public sectors
- Awareness campaigns to educate parents
- Creating better nutrition programs in GP centres

(CNBC,. 2023).



CONCLUSION

Childhood obesity rates in Newham remain above the averages for London and England (Public Health England, 2020).

Factors contributing to this issue include high levels of child poverty and a lack of healthy lifestyle habits (Public Health England, 2018).

Raising awareness among households is crucial for implementing necessary changes (Latzner and Stein, 2013).

Increased commitment from authorities is essential to prevent further rise in obesity cases (Public Health England, 2018).

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